

QUALITY MANAGEMENT IN HEALTH RESORTS IN THE REGION PORTO-NORTE OF PORTUGAL

José Álvarez García
María de la Cruz Del Río Rama
José Antonio Fraiz Brea
Universidad de Vigo
Ourense - España

This paper presents the results of the study presented in order to identify the motivations that drive to the Thermal de Porto y Norte to implement and certify a Quality Management System (QMS), knowing that the perceived benefits would obtain from this implementation as well to analyze the degree of maturity in managing their quality today. This was carried out an descriptive analysis the Thermal located in the tourist area of Porto and North belonging to the Association Thermal de Portugal (ATP), with a population under study Thermal from 12 active. The results indicate that the most important motivations that drive to the Health Resorts to implement a Quality Management System are internal motivations (create an awareness of quality, improve control and efficiency, improve internal procedures and quality services), the main benefits they expect to get a clear definition of responsibilities and processes, increased quality awareness of employees and improved customer satisfaction. Analyzed the critical factors in the Thermal baths of Porto and North degree of implementation show a greater than 70%, except for continuous improvement. This study have important implications for management of the Thermal of Porto and North, as it provides the strengths and areas for improvement in terms of quality, detecting the need for improvement in certain aspects management of employees and continuous improvement.

KEY WORDS: *quality, thermal, motivations, critical factors*